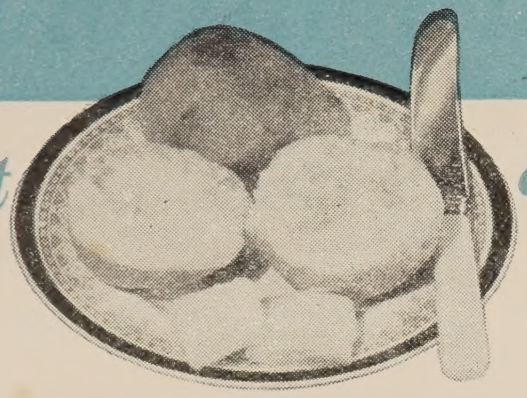
DAYS 1 2 3 4 6 7 8 9 10
LBS
1
2
3
4
5
6
7
8
Safe Slimming
An approved 18-day diet

follow the diet carefully for 18 days



Breakfast everyday Energen Breakfast Flakes, average portion; 1 egg poached, boiled or scrambled, or 1 oz. lean grilled bacon, or 1 oz. lean ham, or 2 oz. white fish grilled, baked or steamed, or 1 kipper or 1 herring; 3 Energen Rolls with butter; ½ oz. Energen Marmalade; tea or coffee with milk.

Tea—If liked, a cup of tea sweetened with saccharin may be taken daily at tea-time.

1	LUNCH Half grapefruit; 1 hard boiled egg with lettuce, watercress and tomato; 3 Energen Rolls with butter; 1 apple. DINNER Clear soup; 1 grilled chop, parsnips and cabbage; 2 Energen Rolls with butter; stewed rhubarb with 3 tablespoonfuls of rice pudding.	*10*	LUNCH 2 oz. lean grilled ham, spinach and swedes; 3 Energen Rolls with butter; 1 pear; orange juice. DINNER Slice of melon; 2 oz. lean roast meat, cabbage and carrots; 2 Energen Rolls with butter; 2½ oz. figs with 3 tablespoonfuls of custard.
2	LUNCH Half grapefruit; 3 ozs. grilled white fish with grilled tomatoes; 3 Energen Rolls with butter; 3 ozs. stewed apricots, peaches, or plums. DINNER Tomato juice; 3 oz. stewed tripe, onions and cauliflower; 2 Energen Rolls with butter; 1 slice fresh pineapple or 3 oz. stewed prunes with 3 tablespoonfuls of junket, or 2 oz. prunes and 1 oz.	*11*	 LUNCH Tomato juice; prawn, shrimp or crab salad; 3 Energen Rolls with butter; stewed apple. DINNER 1 oz. lean grilled bacon, 1 oz. liver or kidney with tomatoes and mushrooms as grill; 3 oz. stewed plums with 3 tablespoonfuls milk pudding; 2 Energen Rolls with butter and small portion of cheese

The servings of the vegetables and fruits included in the menus may be reasonably liberal to satisfy the appetite.
The ration of Energen Rolls should not be exceeded.

AVOID: All fried foods, sausages and meat pies. Thick soups, sauce and gravies. Salad cream, sweet chutney and pickles. Potatoes, ordinary bread, cakes, sweet biscuits, pastry and steamed puddings. Chocolates and sweets. Tinned fruit. Tinned salmon and fish tinned in oil. Alcohol, except 1 glass dry sherry or dry white wine.

Take as much as you like of: Grapefruit, lemons, rhubarb, olives, melons. Cauliflower, spinach, French beans, spring cabbage, lettuce, tomatoes, cress, mushrooms, asparagus, marrow. Tea, black coffee, lemon juice, soda water, clear soup, tomato juice. Marmite, Oxo, Bovril, Yeastex. Parsley, mixed herbs, spices.

SOME SIMPLE SLIMMING RECIPES AND COOKERY HINTS

LETTUCE SOUP

Finely chop an onion, peel and chop a tomato, cook till tender in 1 pt. stock. Shred outer leaves of lettuce, add to boiling stock, season and simmer for half an hour.

TOMATO SOUP

Finely chop an onion and simmer with ½ lb. skinned chopped tomatoes till tender in ¾ pint stock, with tarragon or basil to flavour, and seasoning. Sieve and serve with chopped parsley.

BELGIAN BRAISED HAM ROLLS

Blanch a head of Belgian endive in boiling salted water. Cut in two lengthwise and roll in 2 slices (1½ oz.) lean ham. Braise in covered dish with 1 cup tomato purée for ¾ hr.

SWISS ESCALOPE

Flatten 1½ oz. veal escalope or 1½ oz. boned back of rabbit by banging with rolling pin. Brush with melted butter, grill one side, turn, grill, and cover with thin slice Gruyère cheese (½ oz.) and allow cheese to melt and bubble under grill.

STUFFED CELERY

Fill 2 large 6 in. celery stalks with 2 oz. fresh minced beef, a small chopped parboiled onion and a skinned chopped tomato, herbs and seasoning. Braise in ½ cup tomato purée for 1 hr.

WELLCOME LIBRARY
P 9408
22502622926

chicken.
For cheese soufflé, suitable substitutes are cheese and egg savoury, scrambled egg and cheese or savoury custard.
Fruits mentioned on any particular day are of course interchangeable according to availability of supplies.
If desired shredded raw cabbage and carrots may be substituted for the salads mentioned.
For fruits with milk, rice, sago pudding, cornflour mould or custard, a simple savoury may be substituted, such as lean bacon and prune rolls, oyster and bacon rolls; celery stuffed with Gorgonzola cheese.
Bavarian cream and fruit mousse may also be substituted for above puddings.
Lettuce soup or tomato soup may be substituted for orange, tomato, fruit juice or ½ grapefruit.

MACKEREL OR RED MULLET EN PAPILLOTES

Score the fish and brush with melted butter. Sprinkle with rubbed tarragon or fennel, salt and pepper. Wrap in greaseproof paper and twist the ends of the paper. Bake for 20–30 minutes. Serve with its juices and garnished with capers.

BAVARIAN CREAM

Pour ½ pint boiling milk on to 1 egg yolk and 2 saccharine tablets. Stir in double boiler till thick. Add vanilla essence and ¼ oz. powdered gelatine dissolved in a little boiling water. Cool, and when about to set add the stiffly beaten egg white. Chill. Flavouring may be varied with rum, coffee essence or fruit purée, in which latter case reduce quantity of milk accordingly, but add flavouring after cooking.

LEMON MOUSSE

Prepare a fresh lemon jelly, using saccharine, and when on the point of setting, beat briskly and fold in 1 stiffly beaten egg white. Chill.

COOKERY HINTS

1. Before grilling or baking, use a pastry brush to paint steaks, chops, fish, etc., with melted butter or oil. This uses less fat. 2. Brush a thick omelette pan, when it is really hot, with oil or melted butter. This also uses less fat. 3. Add saccharine after stewing fruits, while the juice is still hot. 4. For sauces, cooking liquor should be reduced by fast boiling. Never thicken with flour. 5. Make liberal use of culinary herbs to compensate for forbidden ingredients. 6. Cook green vegetables, shredded where necessary, in a very little fast boiling salted water for ten minutes. Drain, add a small piece of butter, pepper, cover with lid and steam for a further five minutes. 7. For raw vegetable salads, e.g. cabbage, sprouts, celery, cauliflower, green and red peppers, carrots, celeriac, etc., blanch for 2 minutes in boiling salted water, drain and dress with herb vinegar, salt and pepper.

Sane Slimming

Reduction of excess weight is not merely a matter of improving the appearance; it is an absolute necessity for health.

Fat is deposited not only upon the surface of the body but also in and around the internal organs, laying an unnecessary burden upon them and hampering them in performing their natural functions.

To reduce weight it is necessary to adjust the diet so that no excess of food is left to be deposited as fat when the needs of the body for nutrition and energy are satisfied. Since excess of both the fatty foods (butter, oils, and fats generally) and of the sugar and starches (bread, flour, cereals, potatoes, etc) are readily converted into fat, the reduction must fall chiefly on these foodstuffs. The total amount of food eaten must also be reduced and, in order to avoid a feeling of hunger, the more bulky foods of low calorie value (fruits, vegetables, and salads) should form a large part of the diet. At the same time, restriction of food should not be so severe as to cause loss of strength and energy, and the diet must be well balanced with regard to the kind of foods and the vitamins and minerals it contains.

SAFEGUARDS

The dietaries given have been prepared by medical experts and dietitians, and can normally be followed with confidence by active and healthy persons under middle age, for they have been carefully planned to give balanced menus with a nutritive sufficiency. It must be emphasized that in any case of doubt medical approval should first be sought.

The proportion of protein, carbohydrate, and fat in the "Sane Slimming" diet is carefully balanced, particularly in regard to Energen Rolls and other Energen Foods, of which an analysis is clearly stated on each package. It is therefore essential that there should be no substitution of other foods with unsubstantiated claims to starch-reduction. Energen Foods are recommended by the medical profession, not only for good general health but also in most conditions requiring dietary treatment* and are particularly valuable in all slimming diets.

WEIGHT CONTROL: *To maintain desired weight on completion of the* 18-*day diet, follow the diet given on the back page.*

* *The Energen Book, a guide to diet and nutrition (published at* 2*s.), is available on request at the special price of* 1*s.*

Energen starch-reduced Rolls

Composition *per oz.*

Protein	12·6	grammes
Fat	0·2	grammes
Carbohydrate	12·7	grammes
Sodium	0·0017	grammes

Calorie value 106.

HIGH PROTEIN — LOW STARCH

EASILY MASTICATED AND DIGESTED

FREE FROM ADDED SALT

KEEP INDEFINITELY

The Starch You Eat

One thin slice of ordinary bread contains eight times as much starch as one Energen Roll.

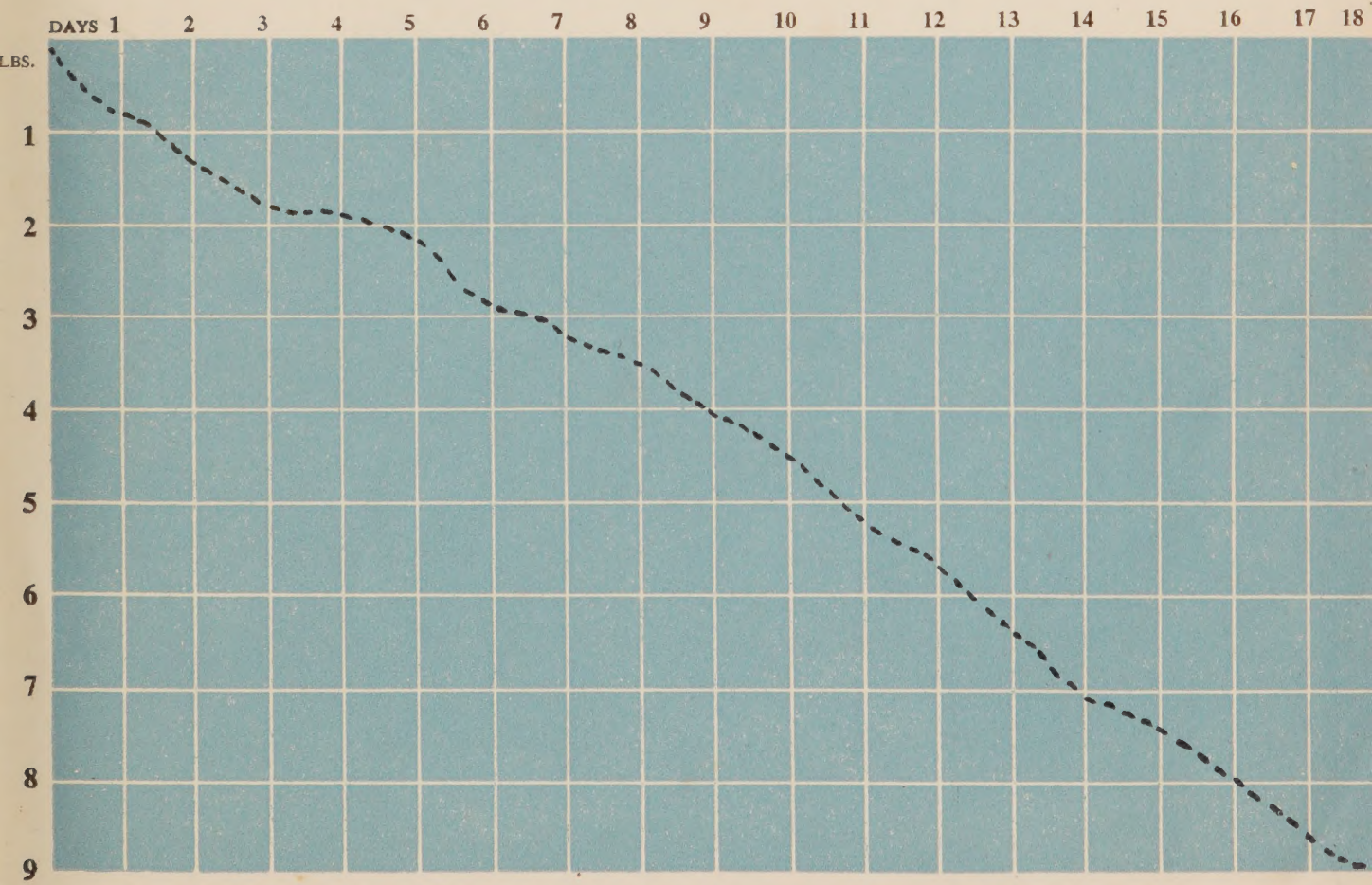
UNITS OF STARCH

One Energen Roll •

One thin slice of ordinary bread • • • •
• • • •

AN EXAMPLE OF PROGRESSIVE WEIGHT REDUCTION

Weight reduction should be steady and progressive, as shown by this chart. You will find it interesting to compare your own daily reduction in weight.



WEIGHT CONTROL DIET

This diet may be substituted for the eighteen-day diet when circumstances make it difficult to carry out the latter, and it should be followed for the purpose of maintaining the weight at a desired level when the eighteen-day diet period is concluded.

ON RISING
Glass of hot water.

BREAKFAST
Fresh or stewed fruit; ½ oz. Energen Breakfast Flakes with milk; 1 egg poached, boiled or scrambled, or 1 oz. lean grilled bacon, or ham, or 3 oz. white fish, or 1 kipper, or 1 herring; 3 Energen Rolls with ¼ oz. butter and 1 oz. Energen Marmalade; tea or coffee with milk.

11 A.M.
Drink of Marmite or tomato juice.

LUNCH
Average serving (about 2½ oz.) lean meat, rabbit, chicken, liver, corned beef or tripe, or 3 oz. fish, or 2 oz. cheese; 4 oz. boiled potato; liberal serving green and root vegetables; 2 Energen Rolls with ¼ oz. butter; fresh or stewed fruit.

TEA
3–4 Energen Rolls with ¼ oz. butter and 1 oz. Energen Special Fruit Products; tea with milk.

DINNER
Clear soup or unthickened vegetable broth, or ½ grapefruit, or tomato juice; meat or fish as before; 4 oz. boiled potato, liberal serving green and root vegetables or lettuce, tomato and cress salad; 5 tablespoonfuls milk pudding with stewed or fresh fruit; 2 Energen Rolls with ¼ oz. butter and small portion of cheese; coffee.

ON RETIRING
Glass of milk.

Milk allowance one pint a day. Saccharin should be used for all sweetening purposes. Margarine may be substituted for butter.

FOODS TO AVOID: **as in eighteen-day "Sane Slimming" diet.**

ENERGEN FOODS CO, LTD

POUND LANE, WILLESDEN, LONDON N.W.10

T.141. Printed in England by Alabaster, Passmore & Sons, Ltd., London and Maidstone.